



# ANAKIMS VARGHESE

CONTENT WRITER

## EDUCATION

BACHELOR OF ENGINEERING (FIRST CLASS  
WITH DISTINCTION) FROM THE UNIVERSITY  
OF PUNE

## KEY COMPETENCE

CONTENT WRITING  
PROOF READING AND CONTENT ANALYSIS  
UNDERSTANDING OF SEO  
SOCIAL MEDIA CONTENT PLANNING  
MARKET RESEARCH  
PROCESS MANAGEMENT  
CORPORATE NETWORKING  
TRAINING AND DEVELOPMENT  
PROCESS ORIENTATION

## REACH ME AT:

MOBILE:+91 9284295486  
EMAIL: ANAKIMS03@GMAIL.COM

## PROFILE

A Self-Motivated Electronics Engineer with 4+ years of experience in the field of content writing, customer service and creative arts. An avid reader; the knowledge, patience and perspective gained have strengthened my writing, presentation as well as customer handling abilities.

## CONTENT WRITER

TRUPP GLOBAL TECHNOLOGIES PVT. LTD.  
01/2018 – CURRENT

### RESPONSIBILITIES AND TASKS:

- Researching industry-related topics (combining online sources, research and studies)
- Penning a wide variety of topics for multiple platforms (website, blogs, articles, social updates, banners, case studies, guides, etc.)
- Overseeing content writing and support team, delegate assignments, edit work for grammatical proficiency and quality of content
- Coordinating with marketing and design teams to illustrate articles and conducting simple keyword research
- Promoting content on social media sites like: Facebook, Twitter, Instagram, Pinterest, Google Plus, LinkedIn, etc.
- Providing recommendations for company websites, writing new content, and edited existing content
- Creating concise, eye-catching, and innovative headlines and body copy for blogs and websites
- Consistent brainstorming and collaborating with team for new ideas and strategies
- Working closely with management to provide clients with best services to meet their standards, but also fit within their budget

**WORK DETAILS:** [www.truppglobal.com](http://www.truppglobal.com)  
[www.truppglobal.com/blog](http://www.truppglobal.com/blog)  
[www.outsourcedataworks.com](http://www.outsourcedataworks.com)  
[www.outsourcedataworks.com/blog](http://www.outsourcedataworks.com/blog)

EVENTS AND CREATIVE COMMUNICATIONS EXEC  
BIZPACER MEDIA PUBLICATIONS FZ. L.L.C  
03/2017-12/2017

### RESPONSIBILITIES AND TASKS:

- **Content Writer:** Writing content for two children's magazines, which includes stories, fun activities, content for Math, Science and English lessons. Also, writing contents for company profiles, media kits, social media posts, website content, terms and conditions, proposals for marketing plan, job openings, brochures, flyers and other such content as per requirement.
- **Sub Editor and Proofreader:** Making sure the content obtained is free of plagiarism and fit for a younger crowd (age 3 to 17). Eliminating any chances or errors by sub-editing articles written by external authors.
- **Marketing Coordinator:** Analyzing the market and developing the best possible plan for the company to gain an exponential growth. This includes demographic study, cultural and lingual versatility of UAE and targeting the audience accordingly (social media and in-person marketing).
- **Event Coordinator:** Conducting events in schools and other academic arenas ensuring that every child is given undivided attention with skill and character building games to promote a healthy competition. Also functioned as the main event coordinator for the organization at Sharjah International Book Fair-2017, where a crowd of more than 2.5 million gathers every year.
- **Social Media Coordination:** Increasing the organization's reach by boosting its social media presence.
- **Other Responsibilities:** Coordination with illustrators and designers all over the world to get the desired outcome for the magazine. Overseeing the other ventures of the organization like logo designing, creative brainstorming, providing material (content and design ideas) needed for promotional events (flyers, brochures, banners, etc.).

**Reason for Leaving:** Company Dissolved

## DIGITAL LITERACY

MICROSOFT OFFICE  
BUFFER  
WORDPRESS  
GRAMMARLY  
SMALLSEOTOOLS  
GOOGLE ANALYTICS  
TICKETING TOOLS (REMEDY,SERVICE NOW)  
CISCO SUPPORT TOOLS  
SOCIAL MEDIA PLATFORMS

## SOCIAL MEDIA

FACEBOOK: /ANAKIMSVARGHESE  
INSTAGRAM: ANAKIMS\_ART  
THEARTSYANA.WORDPRESS.COM

## CISCO SUPPORT PROJECT ENGINEER SERVION GLOBAL SOLUTIONS (TATA OUTSOURCED PROJECT) 09/2015- 12/2016

### RESPONSIBILITIES AND TASKS:

- **Technical writing:** Preparing process documents, case studies, whitepapers, team daily report sheets, email communication with managements and other stakeholders.
- **Escalation Management:** Making sure every grievance of customer/stakeholders are heard and addressed within the defined SLA for various services by involving higher managements of different teams.
- **Customer handling:** Ensuring all customers are attended to graciously and making sure the grievance is addressed with the best possible resolution as soon as possible.
- **Incident management:** Being the 1st point of contact for any issue faced by the client and ensuring optimal performance of both Tier 1 and Tier 2 teams by keeping an open line of communication and an up-to-date exchange of information.
- **Cisco Tools:** Working for the resolution of All Tier 2 tickets with modification, addition, deletion, creations, reporting and basic troubleshooting of incidents reported by customer using Cisco tools.
- **Monitoring tools:** Proactively monitoring gateways, daily Trouble Ticket dashboard maintenance, services health checkups, tracking tickets handled by the team and making sure timely updates are shared with customer and internal stakeholder).

**Reason for Leaving:** New Career Direction

## CUSTOMER SUPPORT ENGINEER TATA COMMUNICATIONS LTD. 11/2014- 08/2015

### RESPONSIBILITIES AND TASKS:

- **Technical writing:** Preparing daily reports, customer reports, process adherence documents, whitepapers and maintaining team mail communication with management and stakeholders. Maintenance & First level Troubleshooting: Making sure that the maintenance of Leased Line Circuits is carried out and following up with Tier 2 to ensure a fix in case of faults.
- **Monitoring:** Ensuring daily transmission statistics are monitored, Cause of outages are reported and investigated, troubleshooting & repair are planned and executed and commissioning of technical aspects of transmission and follow up are completed within schedule.
- **Customer coordination:** Providing national as well as international customer and stakeholder with updates and resolution within the given SLA via calls and emails.

**Reason for Leaving:** Internal Promotion

## HOBBIES

**Blogging, Reading, Painting, Interior Decoration, Clay modeling, Volunteering**